

Project Design Phase

Problem – Solution Fit Template

Date	18 July 2025
Team ID	LTVIP2025TMID52053
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

1 Customer Segments (CS):

- Retail Store Managers
- Marketing Analysts
- Sales Teams
- Business Planners

2 Jobs-To-Be-Done / Problems (J&P):

- Retail Managers want to optimize product placement for sales
- Marketing Analysts want insights on customer behavior vs placement
- Sales Teams want to identify underperforming product zones
- Business Planners want predictive placement insights

3 Triggers (TR):

- Pressure to maximize shelf profitability
- Need for data-driven placement strategies
- Demand for interactive visualization tools
- Competition driving smarter decision-making

4 Emotions — Before / After (EM):

Before: Confused, relying on gut-feelings, unclear sales insights

After: Confident, empowered with data, making informed decisions

5 Available Solutions (AS):

- Static reports and manual spreadsheets
- Basic Excel charts without interactivity

- No centralized dashboard combining sales and placement data

6 Customer Constraints (CC):

- Manual data analysis is time-consuming
- Lack of technical skills for dashboarding
- Fragmented data sources

7 Customer Behavior (BE):

- Uses manual reports and anecdotal insights
- Conducts periodic reviews
- Relies on traditional tools

8 Channels of Behavior (CH):

8.1 Online:

- Tableau Dashboards shared online
- Access via internal portals or shared reports

8.2 Offline:

- Management review meetings
- In-store planning sessions

9 Problem Root Cause (RC):

- No unified data analysis system
- Data silos causing incomplete insights
- Lack of visualization tools for managers

10 Your Solution (SL):

- Interactive Tableau Dashboards
- Clean Data Pipeline using Tableau Prep/Excel
- Story-based insights for stakeholders
- Optional predictive analytics for forecasting
- Web or report integration for easy sharing